

Appl. No. 09/845,575  
 Amdt. Dated 10-14-2005  
 Reply to Office Action of September 2, 2005  
 Atty. Docket No. 03.0067

### Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

### Listing of Claims:

Claim 1 (currently amended): Method of enhancing web page delivery, comprising the steps of:

distributing ~~links~~ URL links across the Internet, ~~to improve visibility of a web site~~ wherein said URL links include marketing links and search engine search results, said ~~links~~ URL links created through a marketing control engine, and wherein said ~~links~~ URL links point to said marketing control engine in that humans who click on said URL links over a network are sent to said marketing control engine;

redirecting human visitors, who click on said URL links, from said marketing control engine to a web page, in an existing web site, that corresponds to said clicked URL link;

logging redirections, of human visitors, for reporting to an online marketer;

tracking movements of said human visitors across said existing web site of said online marketer;

receiving a request from a requestor, ~~at~~ through said marketing control engine, for a web page content from a requestor; ~~for a target web page;~~

identifying the requestor as either a human visitor or a search engine spider by examining a user-agent tag and an IP address of an HTTP request of the requestor, and comparing the user-agent tag and the IP address with requesting agent characteristics;

dynamically creating a virtual web page, ~~for said target web page,~~ wherein content of said virtual web page is tailored to a specific search engine ~~to increase search engine rankings for said target web page,~~ and wherein said virtual web page provides linking data ~~such designed so~~ that a search engine search result for said virtual ~~target~~ web page contains a URL link that points to said marketing control engine;

delivering said virtual web page to an ~~identified~~ said search engine spider;

~~redirecting said identified human visitor from one of said links pointing to said marketing control engine to a web page in an existing web site of said online marketer;~~

logging ~~redirections, of identified human visitors, and visits, visits~~ by search engine spiders, for reporting to said online marketer;

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~~tracking movements of said identified human visitors across said web site of said online marketer, and~~

analyzing web traffic generated through said marketing control engine.

Claim 2 (currently amended): Method of enhancing web page delivery, comprising the steps of:

~~distributing links~~ URL links across the Internet ~~to improve visibility of a web site, wherein said URL links include marketing links and search engine search results, said links~~ URL links created through a marketing control engine, and wherein said ~~links~~ URL links point to said marketing control engine ~~in that humans who click on said URL links over a network are sent to said marketing control engine;~~

~~redirecting human visitors, who click on said URL links, from said marketing control engine to a web page, in an existing web site, that corresponds to said clicked URL link;~~

~~logging redirections, of human visitors, for reporting to an online marketer;~~

~~tracking movements of said human visitors across said existing web site of said online marketer;~~

~~receiving a request from a requestor, through said marketing control engine, for a web page content from a requestor for a target web page;~~

identifying the requestor as either a human visitor or a search engine spider;

~~dynamically creating a virtual web page, for said target web page, wherein content of said virtual web page is tailored to a specific search engine to increase search engine rankings for said target web page, and wherein said virtual web page provides linking data such~~ designed to that a search engine search result for said virtual target web page contains a URL link that points to a marketing control engine;

~~delivering said virtual web page to an identified~~ said search engine spider; ~~spider; and~~

~~redirecting said identified human visitor from one of said links pointing to said marketing control engine to a web page on said web site of said online marketer;~~

~~logging human visitor redirections, and visits by search engine spiders for reporting to said online marketer; and~~ marketer.

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Claim 4 (original): The method of claim 2, wherein different web pages are dynamically generated depending upon the particular search engine spider identified as the requestor.

Claim 5 (original): The method of claim 2, wherein updateable templates are merged with user entered data to dynamically generate the one or more web sites.

Claim 6 (original): The method of claim 2, wherein updateable templates are merged with information stored in a catalog database to dynamically generate the one or more web sites.

Claim 7 (original): The method of claims 1 or 3, wherein the request for a web page content is received via a Uniform Resource Locator (URL) link published or stored in the Internet.

Claim 8 (original): The method of claim 7, wherein the URL link includes banner advertisements.

Claim 9 (original): The method of claim 7, wherein the URL link includes affiliate links.

Claim 10 (original): The method of claim 7, wherein the URL link includes e-mail campaigns.

Claim 11 (previously presented): The method of claim 2, wherein the redirecting is accomplished via a redirect URL.

Claim 12 (original): The method of claim 11, further comprising the step of: updating in real time the redirect URL without affecting the existing URL.

Claim 13 (previously presented): The method of claims 1 or 2, further comprising the step of: logging for later reporting and dissemination all requests and actions taken.

Claim 14 (original): The method of claims 13, further comprising the steps of: identifying the source link from which a human visitor requests a web page content; and tracking via use of redirection with an IMAGE tag the human visitor across a plurality of web pages.

Claim 15 (original): The method of claim 14, whereby tracking occurs across multiple domains.

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Claim 16 (original): The method of claim 14, further including the step of: supplementing with additional dynamic code around the IMAGE tag in order to ensure that every request for the IMAGE is unique and to avoid caching the IMAGE data, thereby forcing each request to be processed uniquely.

Claim 17 (original): The method of claim 14, further including the step of: logging additional information including an email address to which a link was redirected, a referrer URL and all information stored there.

Claim 18 (original): The method of claim 14, further including the step of: logging additional information including the value of any transactions occurring during a human visitor's visit on a web page, a referrer URL and all information stored there.

Claim 19 (original): The method of claim 11, further comprising the step of: automatically changing the redirect URL based on real time state information which can be influenced by the interaction of other requestors of web page content.

Claim 20 (original): The method of claim 13, wherein a redirect URL includes information regarding the source of web traffic being logged.

Claim 21 (currently amended): Apparatus for enhanced web page delivery, comprising:

a web server adapted to receive a request for web page content from a requestor;

and a control engine operating on the web server, the control engine adapted to execute the process steps of;

distributing linksURL links across the Internet to improve visibility of a web site wherein said URL links include marketing links and search engine search results, said linksURL links created through a through said marketing control engine, and wherein said linksURL links point to said marketing control engine in that humans who click on said URL links over a network send a request to said marketing control engine;

redirecting human visitors, who click on said URL links, from said marketing control engine to a web page, in an existing web site, that corresponds to said clicked URL link.

logging redirections, of human visitors, for reporting to an online marketer.

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tracking movements of said human visitors across said existing web site of said online marketer,

receiving a request from a requestor, through said marketing control engine, for a web page content for a target web page,

identifying the requestor as a human visitor or a search engine spider,

dynamically creating a virtual web page, for said target web page, wherein content of said virtual web page is tailored to a specific search engine to increase search engine rankings for said target web page, and wherein said virtual web page provides linking data ~~such~~ designed so that a search engine search result for said virtual target web page contains a URL link that points to a marketing control engine,

delivering said virtual web page to ~~an identified~~ said search engine spider,

~~redirecting said identified human visitor from one of said links pointing to said marketing control engine to a web page in an existing web site, of said online marketer, via a redirect URL,~~

logging redirections, ~~of identified human visitors, and visits, visits~~ by search engine spiders, for reporting to said online ~~marketer, marketer,~~ and

~~tracking movements of said identified human visitors across said web site of said online marketer, and~~

analyzing web traffic generated through said marketing control engine.

Claim 22 (currently amended): Computer-executable process steps stored on a computer-readable medium, the computer-executable process steps to enhance web page delivery, the computer-executable process steps comprising:

~~code for distributing links~~ URL links across the Internet ~~to improve visibility of a web site~~ wherein said URL links include marketing links and search engine search results, ~~said links~~ said URL links created through a marketing control engine, and wherein said ~~links~~ URL links point to said marketing control engine ~~in that humans who click on said URL links over a network send a request to said marketing control engine;~~

code for redirecting human visitors, who click on said URL links, from said marketing control engine to a web page, in an existing web site, that corresponds to said clicked URL link, via a redirect URL;

code for logging redirections, of human visitors, for reporting to an online marketer;

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code for tracking movements of said human visitors across said existing web site of said online marketer;

code to receive a request from a requestor, at said marketing control engine, for web page content ~~from a requestor~~ for a target website;

code for identifying the requestor as a human visitor or a search engine spider;

code for dynamically creating a virtual web page, for said target web page, wherein content of said virtual web page is tailored to a specific search engine to increase search engine rankings for said target web page, and wherein said virtual web page provides linking data ~~such~~ designed so that a search engine search result for said ~~virtual~~ target web page contains a URL link that points to said marketing control engine;

code for delivering said virtual web page to ~~an identified~~ said search engine spider;

~~code for distributing links across the Internet through a web site prewwwvder's points of presence, wherein said links are created through said marketing control engine;~~

~~code for redirecting said identified human visitor from one of said links pointing to said marketing control engine to a selected web site, of said online marketer, via a redirect URL;~~

~~logging human visitor redirections, and visits by search engine spiders for reporting to said online marketer; and~~

analyzing web traffic generated through said marketing control engine.

Claim 23 (currently amended): Apparatus for enhanced web page delivery, comprising:

a signature database adapted to maintain characteristics mapped to names of requesting agents;

a content database adapted to maintain textual web content, and textual data concerning audio, visual, multimedia and dynamic web content;

a template database adapted to maintain Hyperlink templates; and

a web server adapted to execute the process steps of:

~~distributing links~~ URL links across the Internet ~~to improve visibility of a web site wherein said URL links include marketing links and search engine search results, said links~~ URL links created through a marketing control engine, and

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wherein said links URL links point to said marketing control engine in that humans who click on said URL links over a network are sent to said marketing control engine;

redirecting human visitors, who click on said URL links, from said marketing control engine to a web page, in an existing web site, that corresponds to said clicked URL link via a redirect URL and tracking human visitors across a plurality of web pages;

logging redirections, of human visitors, for reporting to an online marketer;

tracking movements of said human visitors across said existing web site of said online marketer;

receive a request from a requestor, at through said marketing control engine, for web page content from a requestor for a target web page;

identifying the requestor as a human visitor or a search engine spider using the signature database;

selecting a template from the template database, the template having a Hyperlink structure tailored to an identified a specific search engine spider wherein the Hyperlink structure is formatted based on search engine ranking criteria of a search engine associated with said identified specific search engine spider;

dynamically creating a virtual web page, for said target web page, by merging content data from the content database with the template, wherein content of said virtual web page is tailored to a specific said specific search engine, and wherein said virtual web page provides linking data such designed so that a search engine search result for said virtual target web page contains a URL link that points to said marketing control engine;

delivering said virtual web page to an identified said search engine spider;

redirecting said identified human visitor from one of said links pointing to said marketing control engine to a selected web site via a redirect URL and tracking identified human visitors across a plurality of web pages; code for redirecting said identified human visitor to a selected web site, of said online marketer, via a redirect URL;

logging human visitor redirections, and visits by search engine spiders for reporting to said online marketer; and

analyzing web traffic generated through said marketing control engine.

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**Claim 24 (previously presented): The apparatus of claim 23 wherein redirection is based on previous traffic visits and redirections.**



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**Statement of the Substance of the Interview**

On October 6, 2005, the Examiner, Supervisory Examiner, and Applicant had a telephone interview. The participants discussed the § 112 rejection and agreed that the proposed amendments would overcome that rejection. The participants discussed the rejection of claim 1 and how the cited references and explanations from the Office Action did not teach the corresponding claim limitations. Next the participants discussed the impropriety of including Davis and Yacoby in the reference combination. Finally the participants reviewed the proposed amendments to the claims. The Examiner agreed that the reference combination was improper, and said that the Examiner would need to conduct one more search.